

Object

In this project proposal, I suggest “Sanitizer Saves the Earth”. The design intends to make people realize that their actions, however small they might be, can save many lives and bring symbiosis amongst all creatures in the world. Through this interactive media, users can donate a sanitizer from “buy one, get one”. It helps people who are struggling with water shortage to maintain hygiene and further prevent diseases such as Ebola. Moreover, the used plastic containers of sanitizers are resold and can be a new income resource for them. Eventually, they can invest the money in water purification system. Buying a sanitizer with purpose of donation can be silver lining as it can show the result of what a cheap donation can do.

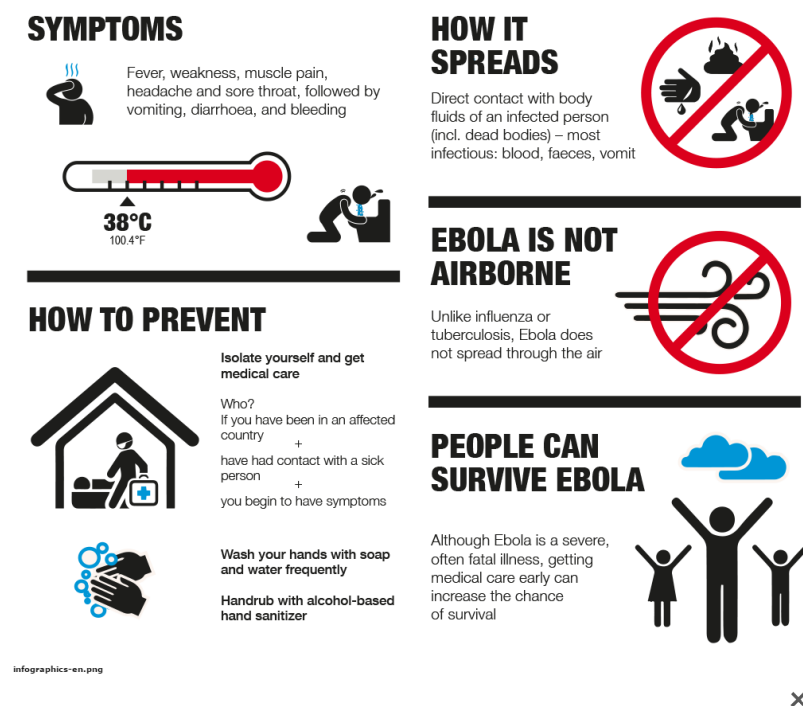


Figure 1] Ebola infographic

One of the precautions recommended by the WHO is washing hands with soap and water frequently.

But, in my opinion, they don't even have enough water to drink and wash.

Background

People live together in the Earth. They should know how to live in symbiosis with other people and creatures in the Earth, with understanding behavioral influence. Interaction is inevitable in the world. For this reason, if we cannot avoid interaction, I would like to design interactive communication in positive ways to give happiness to users and others both directly and indirectly.

Through the course, I am going to study design and psychology for interaction design. Then, I would like to make prototypes of interaction design to research that how interaction design leads sympathy from users and how users can achieve their happiness and satisfaction from interaction.

Methodology

Research – Current significant problems caused by an insanitary environment of water scarcity countries.

The effects of handy sanitizers to block diseases.

The best medium to lead user's sympathy and behavior.

Practical interactive communicator - Types of medium will be defined by result of research but I consider website and vending machine as representative prototypes of the online and offline sides.

Campaign - I would like to make this project to be campaigned with the help of school because I believe School can link between student and OpenIDEO or other project for the public such as World Water Day event.

Thesis - Interaction design and sympathy.

Exhibition - “Sanitizer Saves the Earth”

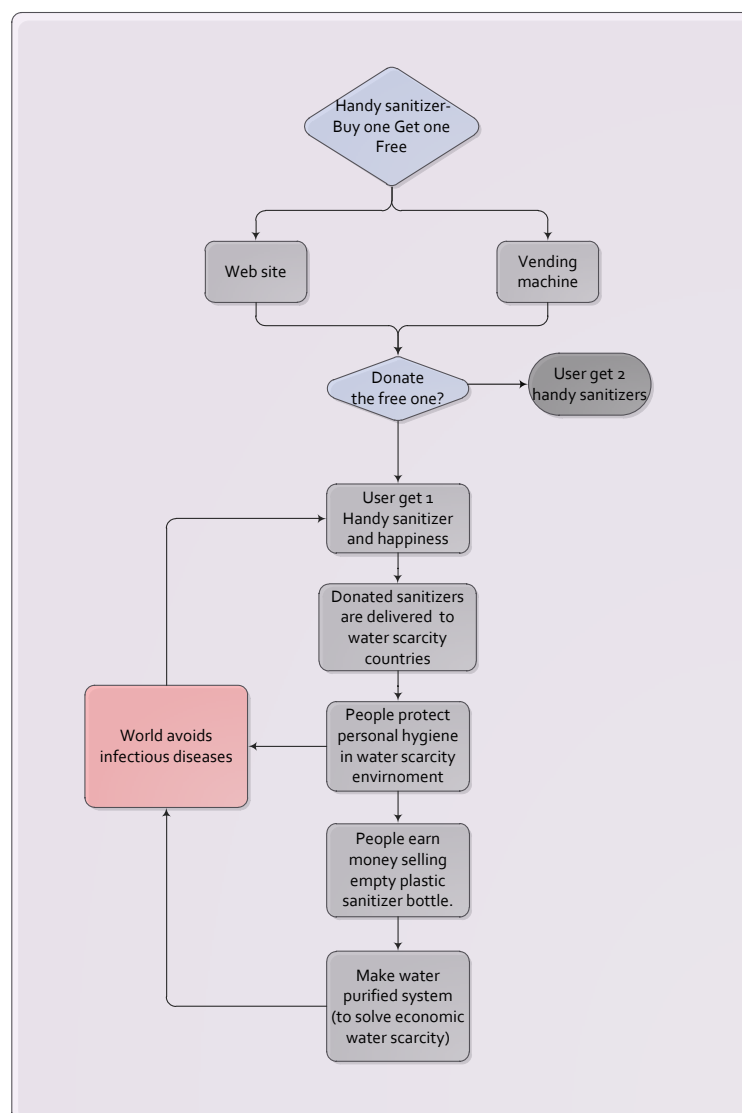


Figure 2] Project flow chart

Expected result

I hope to be an interaction designer and researcher to contribute to making better world. While I lead this project, I would like to study various theories of design, cognitive psychology and psychology of behavior to make human-centered media. In particular, I am interested in leading sympathy while users are interacting with technology. In addition, I will be equipped with not only academical skills - making prototypes, researching design, writing an essay – but also professional experiences - holding exhibitions and campaigns over this project.

For Users

This interaction design delivers messages to users that even their trivial action can save the many lives. Through giving donations, they also can achieve their happiness helping other people and preventing themselves from strong infectious diseases.

I would like to make them understand that donation can happen in ordinary lifecycle. This interaction design will promote sustainable symbiotic practices in ordinary lives. Users will consider their behavior influences more even if they interact between human and technologies. Therefore, they can be aware of the connections among creatures in the world.

For World

Currently, Ebola death hits 10000 cases. I would like to reduce the rate of death of Ebola outbreak and other infectious diseases. On the medical side, people can maintain their hygiene and prevent themselves from strong infectious diseases. On the economical side, reusable sanitizer bottles will be new resources in water scarcity countries, as people can sell bottles and then earn money. Eventually, the income can be invested to construct water purification system. The system will secure the amount of purified water and then it will improve people's health in those countries. Finally, the water shortage issue in the world can be alleviated.

References

[1] <http://www.bbc.com/news/world-africa-28755033>

[2] <http://apps.who.int/ebola/>